

## Success Story: From Bowties to High-Ryes



### ***Former UST site now home of the Chattanooga Whiskey Distillery***

The former Newton Chevrolet on Chattanooga's riverfront now is home to the distillery of the award-winning Chattanooga Whiskey. The car dealership's origin dates to the days of prohibition and Chattanooga Whiskey marks the first legal distillery in the city in 100 years. It is now one of the largest bourbon whiskey producers in Tennessee and will employ 25 people full-time. In its first year, Chattanooga Whiskey attracted nearly 20,000 visitors and was featured in Southern Living's "50 Best Places in the South."

Chattanooga Whiskey completely renovated the 46,000 sq./ft. car dealership building where it can produce 14 (53-gallon) barrels of whiskey per day and store up to 4,500 barrels in the on-site barrel house. The renovated building also features a 4,000 sq./ft. event space in the old vehicle showroom.



The Newton family automobile business began during the Great Depression when Emmett S. Newton founded Newton Chevrolet in August of 1929. Newton's daughter kept the dealership in the family until 2007 when it was sold to rival Mountain View Chevrolet, who moved the operations to East 20th Street in 2009.

Pettway Oil operated a petroleum UST at the site from 1973 until 1991. Newton Chevrolet operated new oil, used oil, and transmission oil USTs at this site during the same time period. A fourth petroleum UST was built and operated at Newton Chevrolet from 1991 until 2008. All tanks were removed prior to the sale of the building to venture incubator subsidiary Lamp Post Properties in April 2016, and Chattanooga Whiskey Co. announced plans to move its headquarters to the 3.5-acre site that July.

